

FOUR PER MONTH FROM UA UNTIL '58

Variety Baseball Night June 26th

The Toronto Variety Club's fund-raising committee, faced with the inability to provide a major theatrical headliner, has instead come up with an evening's entertainment in support of the annual baseball game unmatched in the past—except for the Canadian National Ex-

(Continued on Page 4)

Film Daily Year Book Now Ready

In 1956 in the USA receipts from drive-in concessions were from four to five times greater than from standard-type theatres, while much of movie attendance — 24,831,000 per week compared to 21,699,000 — had shifted to outdoor cinemas. So states the 1957 Film Daily Year

(Continued on Page 3)

'PRIDE & PASSION' AMONG THEM; FIRST-QUARTER RENTALS UP

United Artists will release not fewer than four motion pictures a month in the last half of this year and these will include as many blockbusters and top "A" films as were released by the company in the past few years combined, it was announced last

week in New York by Arthur B. Krim, president. He emphasized that the six-month lineup is the strongest program ever to be scheduled in a like period in the history of United Artists.

In his first report since the company became publicly-owned in April, Krim stated that the UA world gross from theatrical distribution in the first three months of 1957 totalled \$20,761,962, compared with \$17,889,799 for the same period in 1956, the year in which the company's gross reached an

(Continued on Page 3)

J. M. Franklin, Saint John, 67, Passes In Florida

One of the leading veterans of Canadian Show Business, Joseph M. Franklin of Saint John, NB, died recently at his winter home in Miami, Florida, at the age of 67, after being in failing health for several months. Active in industrial and communal affairs, he was president of the Franklin & Herschorn Theatre Company Limited and was honored by the Maritime branch of the Canadian Picture Pioneers, of which he was a charter life member, in 1955 as The Maritime Pioneer of the Year, at its annual meeting.

Born and educated in Montreal, he opened his first theatre in Port Arthur, (Continued on Page 4)



Andy Rouse GTS General Manager

President and general manager of General Theatre Supply Company Limited, effective June 1, is Andrew G. Rouse, who was assistant general manager and purchasing agent of Theatre Confections Limited, also a Famous Players' subsidiary, it was announced in

(Continued on Page 5)

ASN Promotions

In Canadian film-making for 30 years, R. Pitt-Taylor is now television production manager for Associated Screen News in Montreal. Bill Wilcox is now ASN art director, following the resignation of Jack Dunham.

MRS. McGIBBON HEADS DD FESTIVAL

President of the Dominion Drama Festival, elected at Edmonton last week at the annual meeting of the Governors' Court, is Mrs. D. W. McGibbon of Toronto. She succeeded David Ongley, Toronto lawyer, who held the post for two years. Mrs. McGibbon is well known to the motion picture industry, for she has been an officer of the Children's Film Library and Ontario and national film convenor for the National Council of Women. Ongley is solicitor for the Canadian Picture Pioneers and is widely acquainted in the trade.

Winner of the Calvert Trophy and \$1,000 as victor in the Festival best-play contest was a French production, La Tour Eiffel Qui Tue, presented by the Theatre de Quat' Sous of Montreal. The best production in English was On Borrowed Time, offered by The Playcraftsmen of Toronto. The first play was directed by Paul Buissonneau and the second by the winner of the Louis Jovet trophy for the best direction, L. C. Tobias.

Rex Devlin and Blanch Hogg, both of On Borrowed Time, won, respectively the awards for the best actor and the best supporting player. The best actress was Luce Triganne for her performance in Our Town. Norman Williams' To Ride a Tiger took the award as the best original Canadian play.

ROBERGE SIGNS WITH CCAA FOR NFB

Agreement covering new rates and conditions for members of the Canadian Council of Authors and Artists, one of which is a raise from \$50 to \$60 per day, was signed for the National Film Board by Guy Roberge, Government Film Commissioner. Another clause provides for additional payment when films are rerun on television.

Though the Association of Motion Picture Producers and Laboratories of Canada, representing 95 per cent of the private film industry, negotiated the agreement, each member company is required to provide its own signature or letter of adherence. An interesting point agreed on is that the agreement applies only when a producer indicates that he desires to use CCAA members.

Strauss Elected President At TOAQ Convention

"Theatre owners seem to have a lot more fight in them than last year — which, in my opinion, is an indication that they intend to stay in business," J. H. Strauss, Montreal Independent elected president of the Theatre Owners Association of Quebec, told the Canadian Film Weekly in his summary of the annual meeting. The day-long session, followed by a dinner at which the Montreal Gazette's G. L. Fitzgerald was the guest speaker, took place in the Sheraton Mount Royal Hotel, Montreal. A dance ended the gathering.

The business sessions were extremely lively, every problem of theatre exhibition today and the

(Continued on Page 3)

Newcomer Signed For Lead

Ray Foster has been signed to make his screen debut in a starring role opposite Susan Oliver in Warners' Tender Fury.

Mel Cherry 16 Mm. Warner Manager

New manager of Warner Bros. 16 mm. division in Canada is Mel Cherry, who was named by Haskell Masters, Canadian general manager of the senior organization, to succeed Ray Harnett. The last-named resigned.

Cherry has been with Warners as a 16 mm. salesman in the Winnipeg branch for more than three years. Before coming to Warners he was with the McCabe Grain Company for eight years, having joined them after three years on active service.

HAMAT, KNIGHTS WIN CASH AWARDS IN UA PLAYDATE CONTEST

Morris Hamat of the Montreal branch office and Ralph Knights of the Toronto branch were the top cash award winners in their respective sections of the first lap of United Artists' "Prize Twelve" Playdate Contest. Open to all UA salesmen and bookers in the USA and Canada, the competition

takes into account sales, playdates and playoffs. Hamat was one of three first-prize winners in the salesmen's section, the other two being Ed Stevens of St. Louis and Harry Meadows of Indianapolis. Richard Ivy of San Francisco and Rush Williams, Indianapolis, were the top bookers, along with Knights.

ACADEMY AWARD WINNER!

BEST FOREIGN PICTURE!



NOW!
ENTIRELY
IN
ENGLISH!

FILMED
IN ITALY —
WHERE IT
HAPPENED!



FEATURING TWO OF
AMERICA'S GREAT DRAMATIC ACTORS

TWO-TIME ACADEMY AWARD WINNER

ANTHONY QUINN and **RICHARD BASEHART** in

LA STRADA

THE PICTURE YOU'VE HEARD ABOUT

starring

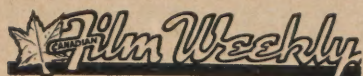
GIULIETTA MASINA



International Film Distributors LIMITED

"Canada's Leading Independent Distributing Company"

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • SAINT JOHN



Incorporating the
Canadian Moving Picture Digest
(Founded 1915)

Vol. 22, No. 23 June 5, 1957

HYE BOSSIN, Editor

Assistant Editor - - - - Ben Halter
Office Manager - - - - Esther Silver

CANADIAN FILM WEEKLY

175 Bloor St. East, Toronto 5, Canada

Authorized as Second Class Mail,

Post Office Department, Ottawa

Published by

Film Publications of Canada, Limited

175 Bloor St. East, Toronto 5, Ontario,

Canada — Phone Walnut 4-3707

Price \$5.00 per year.

FILM DAILY ANNUAL

(Continued from Page 1)

Book of Motion Pictures, of which Jack Alicoate is editor-in-chief. The most relied-on and frequently-used volume of its kind in the industry, the current edition is the 39th and, as Alicoate says in his foreword, "represents the conscientious and untiring work of numerous admirably informed collaborators and contributors the world over."

(Canada's drive-in attendance in 1955 was 11,521,134 of the 202,194,446 of the total of all types and compared with 184,968,467 for regular theatres — the others being to community enterprises and halls serviced by itinerant operators.)

The handsomely-bound volume has articles about every phase of the industry everywhere, with such authorities as Eric Johnston, Chester Bahn, Louis Pelegrine and James Mauceri providing the reporting and analysis. Bahn's painstaking record of people and developments, Year of Decision, is as complete as it is fascinating.

Then there is the fact that the Film Daily Year Book is a treasury of information, particularly in these involved and changing times. The industry statistics of distribution and exhibition, the Ten Best and Academy Award records, the LA and NY phone numbers, the 1956 feature releases and credits, features imported, 28,184 titles, credits of all industry technicians and artists, industry personnel, British lists — there simply isn't any end to the information in this 1,280-page volume. It's a masterwork of its kind.

It's obtainable from The Film Daily, 1501 Broadway, NY 36, NY.

'Chicago Confidential'

Beverly Tyler and Elisha Cook will star in Peerless Productions' Chicago Confidential.

Paramount's 'Zero Hour'

Linda Darnell will star in Paramount's Zero Hour.

Roy Del Ruth Now Producer

Roy Del Ruth, who has directed many films for Warner Bros., has signed a new contract with the company as a producer and will make Trouble Marshal and Socorro under the new deal.

UA's Four Per Month

(Continued from Page 1)

all-time high of \$64,771,784. In view of the outstanding boxoffice quality of the product on the release schedule for the balance of 1957, Krim was highly optimistic of the company's prospects, predicting that grosses for the period beginning July 1 would be substantially greater than those in the equivalent period last year. He estimated that an additional \$5,000,000 in revenue would be earned by the syndication to TV of UA films during this year, as against \$2,000,000 last year.

Included in the list of pictures for release in the next six months are: Stanley Kramer's VistaVision production of *The Pride and the Passion*, starring Cary Grant, Frank Sinatra and Sophia Loren; Michael Todd's *Around the World in 80 Days*, slated to go into wider distribution; Hecht-Hill-Lancaster's *Sweet Smell of Success*, starring Burt Lancaster and Tony Curtis; Otto Preminger's *Saint Joan*, starring Richard Widmark, Richard Todd, Anton Walbrook, John Gielgud and Jean Seberg; Bryna Productions' *Paths of Glory*, starring Kirk Douglas, Adolphe Menjou and Ralph Meeker;

Russ-Field's *The Fuzzy Pink Nightgown*, starring Jane Russell, Ralph Meeker, Keenan Wynn and Adolphe Menjou; Heath Productions' *Time Limit*, starring Richard Widmark and Richard Basehart, and directed by Karl Malden; Figaro's *The Quiet American*, directed by Joseph L. Mankiewicz and starring Audie Murphy, Michael Redgrave, Claude Dauphin and Giorgia Moll; Batjac-Panam's *Legend of the Lost*, in Technirama, starring John Wayne, Sophia Loren and Rossano Brazzi; Titanus Films' Technirama production of *The Monte Carlo Story*, starring Marlene Dietrich and Vittorio De Sica; and Tolda Productions' *Paris Holiday* in Technirama, starring Bob Hope, Fernandel, Anita Ekberg and Martha Hyer.

Billy Wilder's *Love in the Afternoon*, starring Gary Cooper, Audrey Hepburn and Maurice Chevalier, will be distributed by UA in Europe and the Far East only.

Among the outstanding films that will go into production from June through September of this year are:

Witness for the Prosecution, starring Tyrone Power, Marlene Dietrich and Charles Laughton; Bryna's Technirama production of *The Vikings*, with Kirk Douglas, Tony Curtis, Janet Leigh and Ernest Borgnine starred; *The Big Country*, to be produced and directed by William Wyler with Gregory Peck starred; *Run Silent, Run Deep*, a Hecht-Hill-Lancaster production starring Burt Lancaster;

Security Pictures' filmization of Erskine Caldwell's *God's Little Acre*; Frank Ross' production of *Kings Go Forth*, starring Frank

Sinatra; Hecht-Hill-Lancaster's screen version of the stage hit, *Separate Tables*, starring Burt Lancaster, Deborah Kerr, David Niven and Rita Hayworth; and Stanley Kramer's production of the long-run Broadway smash, *Inherit the Wind*.

Krim revealed that from pictures already set and projects figuring in negotiations held on the Coast, at least 12 more top "A" features will start production from October of this year through next March. These films will present such box-office names as Jeff Chandler, Gary Cooper, Tony Curtis, Kirk Douglas, Henry Fonda, Rita Hayworth, Burt Lancaster, Victor Mature, Robert Mitchum, Gregory Peck, Tyrone Power, Frank Sinatra, John Wayne, Richard Widmark and others.

Terry Moore In 'Peyton Place'

Terry Moore has been added to the starring cast of Jerry Wald's 20th Century-Fox production, *Peyton Place*, now before the cameras.

Signs MGM Producer's Pact

Stuart Miller, young Hollywood producer, has been signed to a long-term contract by MGM.

Added To Para's 'Zero Hour'

Judith Braun, screen newcomer, has been signed by Paramount to star with Dana Andrews, Linda Darnell, Sterling Hayden and Elroy Hirsch in *Zero Hour*.

TOAQ MEETING

(Continued from Page 1)

special problems of the Independents being discussed. Guests at the dinner and dance were representatives of distributors, suppliers and government.

Fitzgerald, as "Fitz" conductor of the Gazette's On the Record column, likened the motion picture business to the newspaper business. Each tries to reach the broadest area of ordinary life and each must create something new all the time. Both are subject to competition for the time of reader and patron. In other days it was from radio and today it's from television. Both have survived in the past and will do so in the future.

First vice-president is Ed Gauthier, Sorel; second vice-president Maurice Arpin, Pointe Claire; secretary George Y. Hurteau, Ste. Genevieve De Pierre Fonds; treasurer Hertel Hotte, Cartierville. Board members are Yvan Ruel, Ville Lasalle; George Cote, Saybec; Francois Fortin, Beloeil; Gaston Theroux, Asbestos; Paul Gendron, Victoriaville; Jean Theriault, Montreal North; Guy Bachand, Sherbrooke; A. Berthiaume, Montreal; E. N. Tabah, Montreal; A. Racette, L'Abord A Plouffe.



THESE are lean and unhappy days for many theatre owners. This is normally a slack time of the year; but at present first-run theatres in key spots are particularly affected by a dearth of sock attractions. Notwithstanding protestations by producers that they do not withhold releases for certain dates it seems beyond coincidence that so many potential blockbusters should all be issued to theatres in July and August.

As predicted in this column some weeks ago, the lateness of Easter this year and very fine weather in many parts of the country hindered the usual post-Lent pickup. In some of these areas the weather turned unseasonably cool but there were no attractions available of a calibre to merit substantial grosses—and it appears that there will not be any until July. At that time you will witness a flock of big films battling for the movie dollar. Doesn't seem to make much sense, does it?

Everyone is aware that TV doesn't have the same drawing power in the summer and it has now become the practice to hold back sock attractions until this period in order to garner the greatest number of dollars. No one can quarrel with a producer who wants to get the maximum returns on his pictures but theatres cannot continue to live with this roller-coaster design in the release of top attractions. It should be apparent to all that any outstanding film could have achieved terrific results in the month of May because of lack of opposition from others of that calibre. It is also evident that our business will continue to learn the hard way.

We are passing through dog days but our business has not gone to the dogs. It would appear that in a short time business will start to pick up. It is possible that with some of the attractions which are slated for release we may see new highs in attendances and grosses. At such time we are likely to read all kinds of pronouncements that the movies have licked TV and business is in the ascendant. What we really have to fear is placidity about the future of our business because we are a long way from being out of the woods and there is still a great deal of new and uncharted ground for us to cover.

VARIETY BASEBALL

(Continued from Page 1)

hibition's Grandstand activities. Before the game on June 26, in which the Toronto Maple Leafs will meet the Columbus Jets, there will be two moving panoramas that will occupy much of the field while they are on.

One is the Square Dance Championships, sponsored by the Toronto Daily Star, which is offering prizes worth \$1,000 to the teams awarded the highest points. The newspaper will put its publicity support behind the contest and it is expected that dozens of teams will come from many places in Ontario to compete.

The other event is an Old Car Contest sponsored by the Toronto Telegram, which will award \$1,000 in prize money. There are many old automobiles in the Toronto vicinity which are prized by their owners and there are several collectors who own a number of them. They have promised to enter them. The cars, sweeping in front of the grandstand and around the field, should make an outstanding and entertaining spectacle.

Enthusiasm by Variety members for the forthcoming evening has risen to a scale unmatched in years and they are promising to sell tickets and predict a sellout—something that hasn't happened in years. The support of the newspapers and their direct participation for the Variety Village benefit is heartening.

Members are urged to tell their friends about the promise of a fine evening's entertainment and to sell tickets. The annual souvenir program, under Chet Friedman's supervision, is making progress also but members are urged to turn in their ads.

Front office men of the Toronto Ball Club and the managers of the Leafs and Rochester were guests at the most recent luncheon meeting of the club. Second Assistant Chief Barker Jack Fitzgibbons introduced Dixie Walker, the Leaf's manager, who proved himself to be a very amusing speaker and who pledged support of Variety Village.

Bernie Penny Quits; Campbell Gets Post

Ross Campbell of Toronto has been appointed Western manager of Service Confections Limited, subsidiary of Canadian Automatic Confections and Super Puff Popcorn Company, as successor to Bernie Penny, who resigned after 11 years in Winnipeg, to move to British Columbia with his family.

Bernie feels badly that he hasn't had time to say goodbye personally to friends and business associates. He has enjoyed his relations with them, he said, and hoped Campbell would receive the same kindness. The trade will miss the popular Bernie.



Baseball Men Help Hypo Variety's Big Baseball Night

Variety's annual baseball benefit game for Variety Village was kicked off by a special meeting. Representatives of the Toronto Maple Leafs were guest speakers, as was Cotton Deal, manager of the Rochester Ball Club. Game is set for June 26 between Leafs and Columbus Jets. L. to R. — Bill Houston, Rudy Schaeffer and Dixie Walker of the Maple Leafs; N. A. Taylor, Chief Barker, Tent 28; Cecil Finkler of the Maple Leafs and Cotton Deal. Photo by Bob Ellis.

Making Navy Pic

More than 100 Hamilton navy cadets and their officers are featured in a color film being made by Fletcher-Moreland Film Productions for the Navy League of Canada. Entitled *Shipmates*, the film is being directed by Bryan C. Jupe from a script by Ted MacGillivray. H. D. Fletcher and H. J. Moreland are the producers.

Six For McGraw-Hill

Six films on adolescent development, each running 17 minutes and employing a professional cast of 130, is being produced by Crawley Films Limited for the McGraw-Hill Book Company of New York.

The CBC has loaned Peter Symcox to Crawley to design the 29 studio sets required in the series. Thirteen exteriors will be used.

FRANKLIN PASSES

(Continued from Page 1)

Ontario in 1912, selling it a short time later and taking over as manager of the Capitol, Ottawa. A period with the RKO Keith Orpheum circuit as Canadian general manager followed and this led to the opening of his first theatre in the Maritimes, in Halifax in 1914, from where he expanded to Saint John, Dartmouth, Yarmouth and Sydney.

He moved with his family to Ottawa in 1921 and became active in civic and community affairs in several local organizations, one of the positions he filled at the time being that of director and treasurer of the Ottawa Rotary Club.

Mr. Franklin was the leading figure in the movement in the Saint John Jewish community to purchase an old hall demolished by the disastrous Halifax explosion of 1917 and its conversion into the Robie Street Synagogue, of which he became president. In recent years he was honorary chairman of the State of Israel Bond campaign, for which he was honored by the new state with an inscribed plaque in June, 1956.

Besides being a charter life member of the national Canadian Picture Pioneers and a founder of its Maritime division, he was a member of Miami Tent 33 of Variety Clubs International, a life member of the Masonic Order, a 14th Degree member of St. Andrew's Lodge A and FM of Halifax and a charter member of both the Montreal Mount Royal Lodge 729 and the Saint John Lodge 1963 of B'nai B'rith. He was a director of Canada Israel Securities Limited, the Boy Scouts Association of Canada, The Drama League, The Red Cross Society, The Royal Humane Society and several other organizations.

Among his many philanthropic and charitable projects were donations of paintings to the Belzeel Museum in Jerusalem, his establishment of annual bursaries and scholarships to the University of Jerusalem and his numerous contributions to local and regional projects.

Surviving are his widow, the former Frances Herschorn; a son, Mitchell, vice-president and general manager of the circuit; a daughter, Mrs. Samuel A. Babb, whose husband is chief booker and assistant secretary of F & H; a sister Mrs. V. Schnier of Detroit; and four grandchildren.

Services were held at the Shaarei Zedek Synagogue in Saint John and interment was in the Shaarei Zedek cemetery.

Editorial tributes appeared in several Maritime newspapers.

Added To 'The Deep Six'

William Bendix has been signed to a leading role with Alan Ladd in Warners' Jaguar production, *The Deep Six*.



DSEL headquarters for

THEATRE EQUIPMENT

INCLUDING DRIVE-INS

Dominion Sound distributes top quality Theatre equipment—designed to give you and your patrons the most satisfaction. DSEL Theatre specialists will assess, specify and install this equipment in time for brisk Summer business—prepare for BIG box office NOW!

- PROJECTION AND SOUND EQUIPMENT
- ARC LAMPS ● ANAMORPHIC LENSES
- MOTOR GENERATORS AND RECTIFIERS
- SEATING ● SCREENS ● IN-CAR SPEAKERS
- DRIVE-IN SCREEN PAINT ● PROJECTION LENSES

DOMINION SOUND Equipments Limited



DS-57-8

HEAD OFFICE: 4040 St. Catherine Street West, Montreal
BRANCHES AT: St. John's, Nfld., Halifax, Saint John,
Quebec, Montreal, Ottawa, Toronto, Hamilton, London,
North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

News Clips

Alan M. Silverbitch has been named foreign sales supervisor of 20th-Fox International by Emanuel D. Silverstone, v-p and g-m . . . Hearing of charges against the CBC, CKEY and Toronto newspapers for alleged violation of the Lord's Day Act was postponed until June 19 because the Supreme Court of Ontario hadn't ruled on the CBC's position that as a Crown corporation it was outside prosecution . . . CHUM, Toronto radio station operated by Allan F. Waters, began 24-hour service on May 27.

University of Toronto is preparing three monographs about the motion picture theatre business for distribution to persons interested in becoming part of the industry. They're theatre management, ushering and projection . . . Chairman of the first golf tournament of the Canadian Picture Pioneers' Vancouver branch is Ivan Ackery . . . Yorkton Film Festival will award a special trophy in 1958 to the entry judged the best of any, regardless of category.

Alexander Knox, Canadian actor, will be one of the stars in AB-P's *Sleep No More*, to be shot in part on Spanish territory. The other stars are Anne Baxter, Richard Todd and Herbert Lom . . . The Hurricane Jackson-Floyd Patterson heavyweight championship fight in July may be offered through theatre TV . . . The Lord's Day Alliance has admitted that Sunday radio and TV are here to stay and won't oppose them legally "for practical reasons" but "People who want Sunday movies are people with a money motive."

Vancouver Herald will suspend publication . . . Earle L. Wilson, 62, Toronto architect who supervised the construction of Loew's and the Uptown, Toronto for architect Thomas Lamb, died recently . . . Odeon is now presenting service buttons to ten-year employees . . . Appeal board supported the Saskatchewan censor's ban on *The Delinquents* . . . Theatre checking has been outlawed in Texas and Kansas.

The Librarian has been produced by Crawley Films for the Canadian Library Association . . . Canada admitted 62,460 immigrants in the first three months of 1957 compared with 18,963 a year ago . . . John R. Foster, a projectionist for 40 years and an IA official in the Vancouver area, died recently. He is a former president of the Pioneer branch . . . Phillips, Redifusion of Montreal's parent company, began piping TV to Hong Kong customers — the only kind available — last month.

Short Throws

GOLDEN Jubilee of Motion Pictures, arranged by the Advertising-Publicity Directors Committee of the Motion Picture Association of America, was opened with an address by Eric Johnston, MPAA president, before the New York Sales Executive Club last week. The Jubilee is based on the first footage to be shot in Hollywood, that for Colonel William N. Selig's four-reeler, *The Count of Monte Cristo*, the interiors of which were filmed in Chicago, where the picture was produced.

ONTARIO regional field staff of the National Film Board, under Vaughan Deacon, held a two-day meeting in Toronto last week. On hand for it were Len Chatwin, distribution chief, and Tom Johnston, who heads the information division.

FILM Centre of Canada, a subsidiary of Meridian, is providing vaulting, physical distribution and revising services for 16 mm. producers. Bernard Cowan and George Herman are principals in the new company, which is handling *The Last of the Mohicans*.

PAY-SEE television decision is expected soon from the Federal Communications Commission of the USA, which just issued a statement saying that after studying all questions of law it had decided that approval or disapproval was within its authority. It will grant permission if it considers toll TV in the public interest.

CHARLES MASON, advertising and publicity director for the Rank film organization in Canada, recently completed a three-week trip, during which he visited the Lakehead, Winnipeg, Saskatoon, Regina, Prince Albert, Edmonton, Calgary, Vancouver and Victoria. He was interviewed 11 times on the radio, once on television and ten times by the press. His next trip is to the Maritimes, during which he will complete arrangements for the premiere of *High Tide at Noon*, much of which was filmed at Northwest Cove, Nova Scotia. The entire population of that village, 150, will be brought to the premiere, which will take place at the Casino, Halifax, in July.

SEVEN years under contract to serve as president of the Motion Picture Association of America are ahead for Eric Johnston. The MPAA directors voted to extend his contract for three years.

NEW 80-page Kodak data book, priced at 50c, carries information on all phases of the care and storage of processed and unprocessed motion picture films. It's called *Storage and Preservation of Motion Picture Film*.

LEN STARMER, with the CBC since 1953 and an official in Ontario light entertainment activities, has been named to the newly-created position of assistant supervisor of Variety by H. G. Walker, CBC assistant director in Ontario. R. W. McGall is assistant supervisor of Variety.

BOY ON A DOLPHIN

(From The Film Daily, NY)

with Sophia Loren, Alan Ladd and Clifton Webb.

(CinemaScope-DeLuxe Color)

20th Century-Fox 111 Mins.

DRAMA OF LOVE, ADVENTURE AND INTRIGUE SET IN GREECE, GOOD STORY, EXCELLENT SETTINGS, AND A VIEW OF MISS LOREN SHOULD PUT IT AMONG THE SUPERIOR GROSSERS.

Sophia Loren contrasts her sculptured 20th Century form against the timeless architectural treasures of Greece in *Boy on a Dolphin*. Both are worth a look. The 20th-Fox CinemaScope production is the first USA picture to be filmed in Greece. It is stamped with a production competence and know-how throughout. This, added to its forceful story and cast that also includes Alan Ladd and Clifton Webb, should put the film right up where it belongs among the superior grossers.

The story is one of drama and skullduggery in a contest by two men to obtain an ancient treasure buried in the sea, the treasure being a golden statue of a boy riding a dolphin. Ladd portrays the American archeologist in Athens, while Webb is seen as the cynically dishonest, wealthy art lover. The clash for the treasure develops between the two, with Miss Loren a pawn.

Producer Samuel G. Engel and director Jean Negulesco made the film in such locales as Athens, the Aegean Sea and the ancient Monastery of Meteora, and they have been strikingly caught by photography director Milton Krasner. Fitting music is supplied by Hugo Friedhofer. Native dances and local customs have been captured with charm and apparent authenticity.

Miss Loren's face and form convey a strong sensuality, and she proves effective in the acting department. Ladd's role is a standard one and he goes through it in standard style. As the tattered, 10-year old brother of Miss Loren, Piero Giagnoni provides some affecting touches. The picture definitely rates with the better productions of the year.

CAST: Alan Ladd, Clifton Webb, Sophia Loren, Alexis Minotis, Jorge Mistral, Laurence Naismith.

CREDITS: Producer, Samuel G. Engel; Director, Jean Negulesco; Screenplay, Ivan Moffat and Dwight Taylor; from the novel by David Divine; Director of photography, Milton Krasner.

DIRECTION: Very Good.

PHOTOGRAPHY: Excellent.

ROUSE GTS GM

(Continued from Page 1)

Toronto by J. J. Fitzgibbons, Sr., president of the parent company. Rouse succeeds George Cuthbert, resigned, who became top man at GTS in 1954 after the passing of Peter D. Brown.

Born in Oshawa in 1921, Rouse received a commercial education



ANDREW ROUSE

as part of his schooling in Toronto and joined Famous Players in 1940. He left to join Odeon in 1941 and after being with it in Vancouver came back to Toronto as a member of the film statistical department in 1942. After three years in the RCAF he returned and operated its confections department until 1949. After a year outside the theatre industry he rejoined Famous Players. In 1952 he was Ontario branch manager of TCL, in 1952-3 he managed the Winnipeg branch and in 1954 he came back to Toronto as assistant general manager.

General Theatre Supply Company has diversified and expanded its activities in recent years, doing considerable business in the construction field as installers of acoustical equipment in auditoriums and schools. It is also a supplier of air conditioning units and operates a sound service department.

Cuthbert, an engineer who joined GTS in 1937, formed the sound service and also headed Famous Players' television and Telemeter interests when established. He'll announce his plans after a holiday.

IFD-AA 16 Mm. Mgr. Is Harry Paynter, Jr.

Former RKO branch manager in Calgary and since that company's closing an Allied Artists' salesman in that city, Harry Paynter, Jr. comes to Toronto as manager of the 16 mm. department of IFD and AA. He takes over the post formerly held by Bill Smith on June 3. His place as Calgary salesman was taken by Phil Potasky, until recently with Warner Bros. there.

The BONGO BEAT and The BIG HEAT!..

Allied Artists is..

READY RIGHT NOW
-FOR A CALYPSO-
CRAZY NATION!

Calypso Joe

starring
HERB JEFFRIES

ANGIE DICKINSON • EDWARD KEMMER
LAURIE MITCHELL

LORD FLEA
And His Calypsonians

THE
EASY RIDERS
of "Marianne" Fame!

HERB JEFFRIES'
CALYPSOMANIACS

*World's Greatest
Calypso Stars!*

DUKE OF IRON

LADY T

The **LESTER HORTON
DANCERS**

Produced by WILLIAM F. BROIDY • Directed by EDWARD DEIN • Written by EDWARD and MILDRED DEIN

..HOTTEST TWIN BILL Ever Released!

. Firstest with the Mostest!



HOT ROD RUMBLE

THEY'LL NEED SHOCK ABSORBERS FOR THIS ONE!

Starring

LEIGH SNOWDEN • RICHARD HARTUNIAN

WRIGHT KING with JOEY FORMAN • BRETT HALSEY



**PHONE
ALLIED ARTISTS
TODAY FOR FAST
DATES ON THIS
SCORCHING
COMBO!**

Produced by NORMAN T. HERMAN • Directed by LESLIE H. MARTINSON • Written by MARTIN DOLINSKY

Typographs



Welcome Home?

BEN CHECHIK, former BC exhibitor, sold his Australian drive-in to MGM and now operates one of the ten best hotels Down Under. Beer is a big thing there and Ben's place has a 2,000-seat brew oasis. Brother Max, now in the equipment biz here, told me this at the Variety luncheon. At the monthly gab-and-eat get-together Nat Taylor announced the date of the annual Variety Village grad ceremonies: Tuesday, June 4 at VV, buffet dinner at 6.30 . . . George Altman kicked in another \$800 for his one-man scrap drive for Variety Village, bringing his hauled poundage to over a million and his total donation to \$23,000 . . . Ted Reeve, commenting in *The Telegram* about the racing-car death of the rich Spaniard, Marquis de Portago, who took 13 of the watchers with him: "You would think (and for all we know maybe this was one of his other sides) he could have found a challenge in the conditions of his native country . . . his own bailiwick, say the peasants thereof, to supply some more useful way of blowing the money, the time and finally the gift of life itself" . . . *Explorations*, the CBC hour-long TV show which originates in Toronto, will offer the history of the Canadian theatre from 1604 to 1915 on June 25. To be produced by Gordon Babineau and written mainly by Allen King, it will employ graphics and three actors, one of whom is Barry Morse. It ought to be worth while. Mavor Moore, actor and theatre historian, narrates the *Explorations* series.



WHAT'S WITH Telemeter here? There have been discussions between Gene Fitzgibbons and community antennae operators about future relationships. Discussions, not negotiations. Gene, Telemeter head, and J. J. Fitzgibbons, Sr., Famous Players' president, will go to Hollywood some time in June for a look at a pilot plant and a demonstration of operational methods. What's holding up Telemeter in Canada isn't the need of permission from the authorities, as is the case across the line. As private broadcasting, it's outside CBC jurisdiction. The air-link coinboxes won't be available until the mass-manufacturing problem is settled and there's no go-ahead without them . . . *Observation*: The tug-of-war for international political leadership is between Uncle Sam and Uncle Samovar . . . *Skimpy-scalped* man completing the morning spruceup was startled by the truth in a question by his watching tot: "Daddy comb his hairs?" . . . *Forgotten* on a Church Street bus: my nylon raincoat, bought at Dobbs in the Waldorf. Variety Club key with my name inscribed was among those in one pocket. The TTC lost-and-found man said, in a tone that mourned human morality: "We don't get everything back."

EXHIBITORS can't kick at the efforts of the producers and distributors to stir up interest in people due in their films. The press-radio-TV brigade got together with Sharman Douglas, here for IFD's *Yangtze Incident*, Pat Boone, who has signed for a picture a year for seven years with 20th-Fox, and Gene Barry, star of *China Gate*, also from the second-named company. During the same week Warners introduced Andy Griffith, star of *A Face in the Crowd*. If hotel, food and liquor stocks go up soon it will be due to the film people . . . *Got talking* to the driver of Cab 305, Herbert Berresford, and learned that he just sold 50 per cent of seven patented inventions for \$5,000 to a rich partner who promises development. One invention is an in-the-car tire-pressure gauge and another halts racing horses that run from the barrier in the opposite direction . . . *CBC seems* to feel the need to "televisionise" televised movies. It has Fred Davis uttering superficialities as intro and epilogue in the *Great Films* series . . . *Should be* plenty of nostalgic local material in Bea Lillie's in-work autobiography, *The Birds and the Bees* . . . Joe Franklin was a quiet-spoken, keen-minded gentleman and a fine host. He served the industry with distinction in the Maritimes and I mourn his passing along with all who knew him and many who knew of him.

SO THEY'RE going to shoot the *Tugboat Annie* TV series in Toronto. I'll bet Norman Reilly Raine, the writer who created the character and wrote the stories for the *Saturday Evening Post*, never dreamed that she would one day reach Toronto's waterfront. Nor did Marie Dressler, who played the character in the movies. You see, Raine (one of Hollywood's top screenwriters and an Oscar winner for his share of *The Life of Emile Zola*) is from Toronto and Marie Dressler was from Cobourg, a community not too far away.

The news brought me the recollection of a day in 1938 when Jerry Wald, then a writer, walked me across the Warner lot to introduce me to Raine. I did an article about Raine that was published in *Maclean's*, which had printed his first story.

Raine, a Buffalo reporter at 18, crossed the border and enlisted in the Queen's Own when World War I broke out and was, when I spoke with him, a reserve officer of the regiment attached to the Toronto garrison. The writer of *Elizabeth & Essex*, *Captains of the Clouds*, *A Bell for Adano* and many other films of distinction, I commented to Raine at the time that Canada had paid very little attention to his winning of the Oscar.

"Canada seems to have less appreciation for Hollywood than Hollywood has for Canada," he replied. "It appears that there exists an indifference at home to the doings of the film capital. They won't take Hollywood seriously. Yet hundreds of Canadians work here in every branch of the industry and are thoroughly welcome. Dozens have distinguished themselves. The world honors them, but Canada pays little attention."

Hollywood was turning to Canada for material, he pointed out. *Northwest Passage*, in production, was the story of Rogers Rangers — the military ancestor of his own regiment, the Queen's Own Rifles.

Things have changed since then. Canada is very interested in its film people today. And they're everywhere.

It has often occurred to me that life is a forest and man a creature who, when lost in it, covers much ground but moves in circles. Isn't that almost the case with Norman Reilly Raine and *Tugboat Annie*? In a way she's back where she started from.



Andy Griffith and Some Faces in the Crowd

The star of the Warner Bros. feature, *A Face in the Crowd*, written by Budd Schulberg and directed by Elia Kazan, is a newcomer to films who is a former Broadway star, Andy Griffith. He visited Montreal and Toronto recently to meet press and trade people. Here, in Toronto, he is shown with E. G. Forsyth, assistant to the executive vice-president in charge of theatre operations for The Odeon Theatres (Canada) Limited, F. H. Fisher, and the director of buying and booking for that organization, W. E. H. Hunt.

IT'S A SIN NOT TO ADVERTISE "THE SEVENTH SIN"!

FOR INSTANCE — CATCHLINES FOR THE CAMPAIGN.
They're all in M-G-M's high-powered press-book:

She thought she
was getting
away with it—
but every woman
pays for "THE
SEVENTH SIN"!



Lovers become
careless — but
everyone must
pay for "THE
SEVENTH SIN"!



The world for-
gives many things
but not . . . "THE
SEVENTH SIN"!



THEY TOOK A
CHANCE ON
LOVE—can any
one escape the
penalties of "THE
SEVENTH SIN"?



Is there a way
back for the
woman who has
committed "THE
SEVENTH SIN"?



★

M-G-M presents "THE SEVENTH SIN" starring Eleanor Parker • Bill Travers • George Sanders • Jean Pierre Aumont • Francoise Rosay • Screen Play by Karl Tunberg • Based on the Novel "The Painted Veil" by W. Somerset Maugham • In CinemaScope • Directed by Ronald Neame • Produced by David Lewis

**THE
HOLLYWOOD
REPORTER**

"...taut as a high voltage electric wire and as highly charged.

Will undoubtedly register strongly with younger fans especially."

**MOTION PICTURE
DAILY**

"Ben Gazzara ... looks like Hollywood's next big star."

**MOTION PICTURE
HERALD**

"A new star, brilliant, distinctive and a potential box office magnet of major proportions has risen in the Hollywood heavens... Ben Gazzara."

THE FILM DAILY

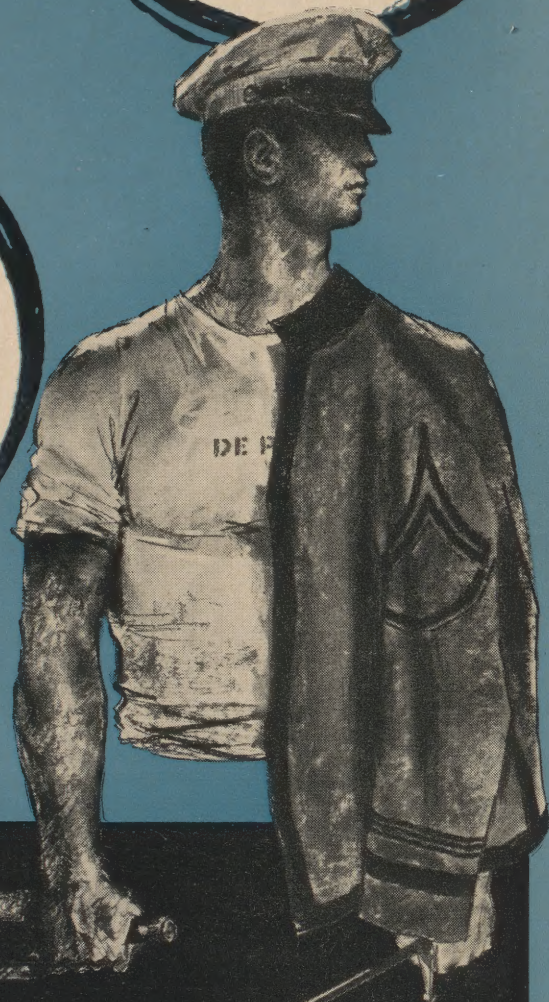
"...will provoke considerable word-of-mouth comment, which always means business at the box office."

VARIETY

"...a challenging entry ... taut... suspenseful!"

**MOTION PICTURE
EXHIBITOR**

"Highly exploitable. Gazzara etches a brilliant portrayal!"



*There's
nothing
strange about
"THE STRANGE ONE"
getting rave reviews
like these!*

BEN GAZZARA

"THE STRANGE ONE"

Introducing **JULIE WILSON** with **MARK RICHMAN** • **GEORGE PEPPARD** • **PAT HINGLE** • **ARTHUR STORCH**
and **JAMES OLSON** • **SAM SPIEGEL PRODUCTIONS** • Screen Play by **CALDER WILLINGHAM** Based on his novel and play "End As A Man"

Directed by **JACK GARFEIN** • Produced by **SAM SPIEGEL** • A COLUMBIA PICTURE

"THE STRANGE ONE" is a strong one...from Columbia!